

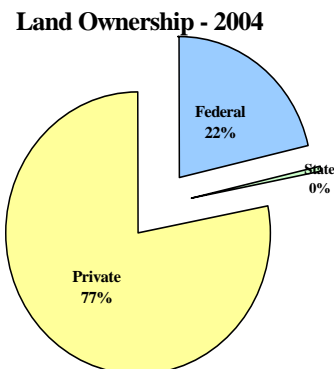
# SALT LAKE COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
<b>DEMOGRAPHIC</b>									
Population	881,840	891,116	898,387	910,507	918,279	927,564	940,465	1.4%	1
Total Non-Ag Employment	519,572	531,329	545,179	545,412		533,603	527,969	-1.1%	1
Non-Ag Avg Monthly Wage	\$2,433	\$2,533	\$2,661	\$2,740		\$2,789	\$2,830	1.5%	2
Per Capita Income	\$25,051	\$26,029	\$27,587	\$28,188	\$28,204	\$28,539	\$28,760	0.8%	2
Unemployment Rate	3.4%	3.4%	3.0%	4.3%		6.3%	5.7%	-0.6%	13
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$1,981.1	\$2,038.1	\$2,060.8	\$2,013.5	\$2,056.8	\$2,327.0	\$2,253.3	-3.2%	1
Travel & Tourism Related Employment	36,662	38,197	39,013	40,049	44,394	42,236	40,044	-5.2%	1
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$41,208.0	\$42,392.0	\$42,865.0	\$41,880.0	\$37,559.0	\$48,716.0	\$47,172.6	-3.2%	1
Gross Taxable Room Rents	\$238,480	\$229,798	\$235,286	\$243,673		\$299,822	\$252,979	-15.6%	1
Transient Room Tax	\$8,346.8	\$8,042.9	\$8,235.0	\$8,528.5		\$8,994.7	\$7,589.4	-15.6%	1
Restaurant Tax	\$9,422.1	\$10,016.5	\$10,498.0	\$10,836.6		\$12,068.3	\$11,644.8	-3.5%	1
Car Rental Tax	\$3,798.6	\$9,163.3	\$8,940.2	\$9,167.8		\$8,708.0	\$8,280.0	-4.9%	1
Gross Taxable Retail Sales (millions)	\$14,480.8	\$15,032.4	\$15,941.5	\$15,864.9		\$15,706.9	\$15,445.0	-1.7%	1
<b>REGIONAL VISITATION COUNTS</b>									
SLCVB Information Centers	723,784	836,352	1,069,765	1,501,716		1,564,260	778,686	-50.2%	
Council Hall Welcome Center	46,746	40,714	49,224	47,501		45,843	40,253	-12.2%	
S.L. Airport Passengers	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	18,466,756	-1.0%	
Skier Days at Utah Resorts	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	3,386,141	7.8%	
L.D.S. Family History Research Ctrs.	1,090,990	934,069	859,474	786,142		802,512	824,172	2.7%	
Utah's Hogle Zoo	640,596	774,406	721,071	650,732		618,420	717,911	16.1%	
This Is The Place H.P.	300,931	290,036	294,178	293,661		269,683	61,943	-77.0%	
L.D.S. Museum of History and Art	231,313	202,038	271,481	234,258		213,168	218,125	2.3%	
Bingham Canyon Copper Mine	139,720	152,652	159,842	169,992		172,833	121,646	-29.6%	
Great Salt Lake S.P.	56,585	136,496	142,433	144,272		136,238	139,254	2.2%	
Clark Planetarium	152,855	157,425	130,958	116,664		88,741	351,054	295.6%	
Children's Museum of Utah	97,116	103,704	116,619	108,436		119,444	97,021	-18.8%	
Utah Museum of Natural History	74,194	99,480	77,450	74,841		72,615	72,896	0.4%	
Utah Museum of Fine Arts	112,072	94,135	75,599	58,312		66,224	78,759	18.9%	

Land Ownership - 2004		% Total
Total Acres in County	481,870	100.0%
<b>Federal Government</b>		
BLM	1,159	0.2%
US Forest Service	51,925	10.8%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	36,919	7.7%
Other*	13,700	2.8%
<b>State Government</b>		
Utah State Parks & Recreation	274	0.1%
Utah State Wildlife Reserves	1,256	0.3%
State Trust Lands	277	0.1%
<b>American Indian</b>		
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<b>Private**</b>	<b>376,360</b>	<b>78.1%</b>

\*Includes Military and Bankhead Jones land

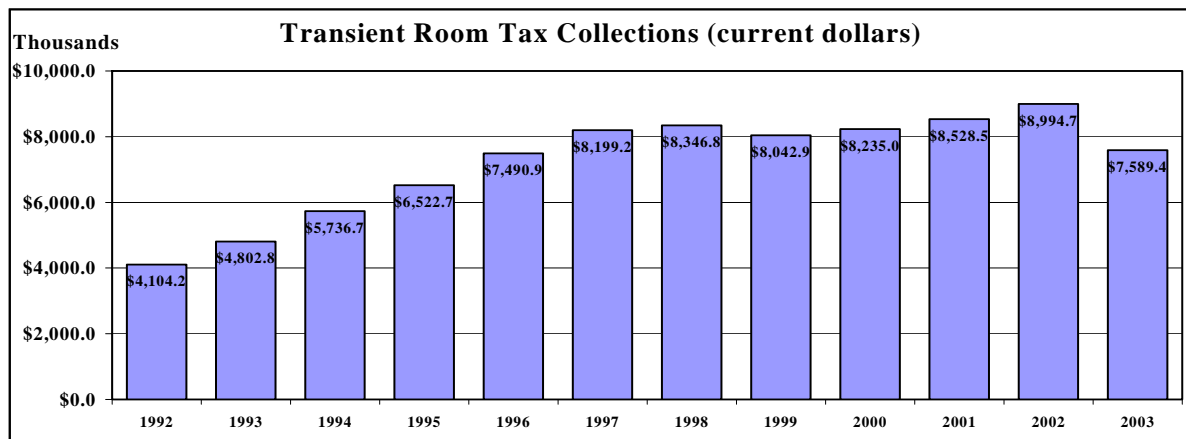
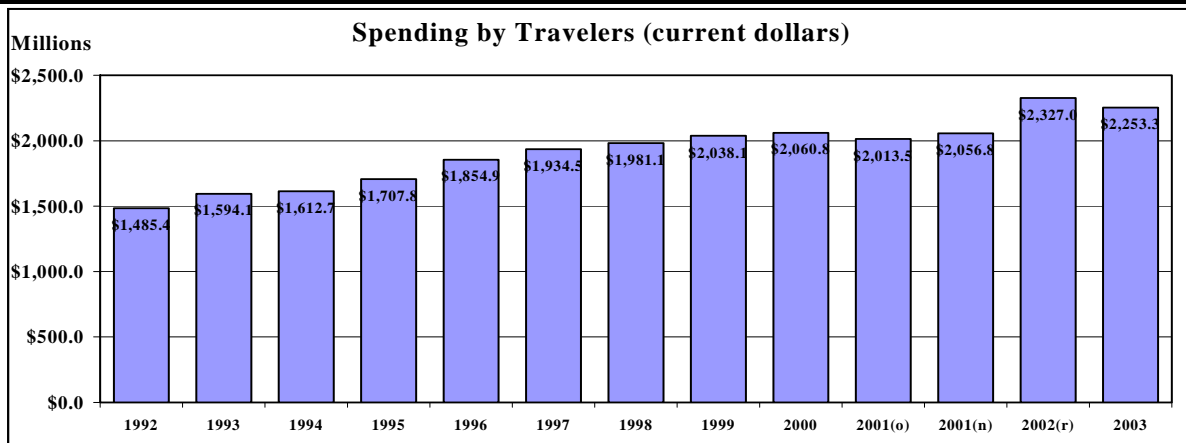
\*\*May include some local government land



r = revised

Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

# Salt Lake County Tourism Profile



r = revised

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